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1936

**J. K. ALEXANDER**

The World's Largest Dahlia Grower

**ALEXANDER'S DAHLIAS**

499 CENTRAL STREET

EAST BRIDGEWATER, MASS.

RETURN POSTAGE GUARANTEED

*Horticultural Crops & Diseases  
Bureau of Plant Industry  
U. S. Dept. of Agriculture  
Washington D. C.*

## INSTRUCTIONS — INFORMATION

### Please Read Before Ordering

**REMITTANCES**—May be made by Check, Post Office or Express Money Order, or Registered Letter, and if for less than \$1.00 can be made in U. S. Stamps. Coin and currency should be sent by registered letter. Customers residing outside the United States please do not send Foreign stamps or currency—a Post Office order is preferable. All unpaid orders will be sent C. O. D. unless satisfactory arrangements can be made when the order is given.

**GUARANTEE**—I wish it distinctly understood that although I take all possible pains, I will not be responsible beyond the purchase price. I guarantee every root and plant I send out to be just as represented, absolutely true-to-name, reach its destination safely in good growing condition. I will cheerfully replace anything that fails to prove otherwise, and will appreciate your calling my attention to it. All orders postpaid.

**NAME AND ADDRESS**—Please remember to write your name, street and number, Post Office, County, State and Country if Foreign, as plainly as possible. Post Office Box or R. F. D. number if you have one. This will avoid delays and chances for errors.

**ALWAYS ADDRESS**

**J. K. ALEXANDER, The Dahlia King**  
**or HONEST JOHN**  
**499 Central St., EAST BRIDGEWATER, MASS.**

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## THE CULTURE OF THE DAHLIA

**Success Will Follow If You Observe These Instructions**

**PLANTING.** Plant roots in hills or drills, laying flat down, 6 inches deep. Do not stand the root on end. If you stand the root on end, having the sprout near the top of the ground, all the new roots which will form will grow near the top of the ground and when you have a dry spell your plant becomes stunted, whereas, if the roots were planted flat down 6 inches deep, no matter how dry the season, the roots would receive sufficient moisture to keep them growing. If planting with manure, cover manure an inch or so before planting roots; fertilizer should be thoroughly worked into the soil. Either fertilizer or manure will burn the sprout; be sure to cover with soil.

By planting the root first, then covering an inch or so with soil and applying your fertilizer or manure, your plant receives the entire benefit of the dressing. The dressing is above the root and every rain carries the food down to the roots, whereas, if your dressing is below the root, each rain takes your dressing further away from your plant.

**CULTIVATION.** Cultivation is the principal requirement of the Dahlia—the most important of all operations to insure success. Keep the soil well cultivated and free from weeds; never allow the soil to crust.

Be sure your friends get all my catalogs, as I guarantee all my stock to grow true to name, or stock is cheerfully replaced free of all expense.

I have been in the Dahlia and Plant growing business for over 48 years and at one time had over 40,000 customers and have shipped bulbs all over the world.

I shall only issue a folder this Spring on account of hard times, so send all orders from this. If interested in Hardy Plants, I will send you my 1933 Catalog for prices will be the same as then.

New And Up To Date Large Flowering Dahlias. Some of the world's best ever introduced, or ever offered at such low prices. If you are looking for Blue Ribbon Dahlias, try some of them or all of them and Win as I have won in keen competition, Gold and Silver medals and also Blue Ribbons, at every Exhibition I have competed in for the past 47 years. I will send this list of large flowering dahlias, 45 varieties in all, regular Value 65.50, all prepaid for \$50.00. They are the cream of the dahlia world.

- A. KRAUSE. A deep bronze or amber shade \$2.00 each, 3 for \$5.00
- AGNES L. YOUNG. A brilliant red flower with gold tips with twisted petals causing the appearance of a golden light through the flower, large flowers. \$3.00 net.
- AMULET. Deep burnt orange and bronze. 50c each, 3 for \$1.25.
- ARTHUR M. HYDE. Orchid, large. \$1.00 each, 3 for \$2.50.
- BISHOP FRANCIS JOSEPH SPELLMAN. Large pure white. One of the best whites ever offered. \$3.00 net.
- BUCKEYE FLAME. A large flame color. \$1.00 each, 3 for \$2.50.
- CAPTAIN COSTE. A large clear bright gold, very waxy looking. Named after the French Aviator. \$2.00 each, 3 for \$5.00.
- CHEMARS EUREKA. Pure white. 50c each, 3 for \$1.25.
- CAROLYN THILL. Chamois rose. A most beautiful large flower. \$2.00 net.
- DR. JOHN H. CARMAN. Tyrian rose, tipped silver, large. 50c each, 3 for \$1.25.
- DICK LINGREN. Orange and buff shades. \$1.00 each, 3 for \$2.50.
- EVA L. QUADLING. Ox blood red, immense flowers. \$1.00 each, 3 for \$2.50.
- ELIZA CLARK BULL. Pure white, 6 to 8 inch flowers. 50c each, 3 for \$1.25.
- EAGLE ROCK JEWELL. Cream overlaid cameo pink. \$1.00 net.
- FORDHOOK VICTORY. Deep pink. 50c each, 3 for \$1.25.
- GREAT HARBOR. Rich carmine. \$1.00 net.
- GIRL OF HILLCREST. Apricot buff, large, very free bloomer. \$1.00 each, 3 for \$2.50.
- GOLDEN GOBLIN. A rich gold, perfect form, large. \$1.00 each, 3 for \$2.50.
- HILLCREST ROYALIST. Deep purplish red, large. \$2.00 net.
- J. K. ALEXANDER, JR. The largest crimson—red Hybrid decorative ever offered, having a fleck of orange in the center of each petal. Ten times as good as Satan, with flowers 12 to 14 inches in diameter, without disbudding. \$3.00 net.
- JANE ROSS. Bright purplish crimson, shading violet overlaid maroon. \$5.00 net.
- JEAN TRIMBEE. Large violet, long stems. \$1.00 each, 3 for \$2.50.
- JERSEY MASTERPIECE. Salmon and gold. 50c each, 3 for \$1.25.
- KING OF THE BLACKS. Nearest to black of any dahlia grown. \$2.00 net.
- KENTUCKY RED. Fiery red. \$1.00, 3 for \$2.50.
- LONG HILL. Orange cadmium, shaded coral, and suffed soft carmine. \$2.00 net.
- LINCOLN G. DICKEY. Primrose yellow, with a decided rose suffusion. \$1.00, 3 for \$2.50.
- LEMONADE. Light lemon. \$1.00 net.
- META SCAMMELL. Deep amaranth pink. 50c.
- MRS. J. K. ALEXANDER. The very best clear buttercup-yellow dahlia ever offered, a 14 to 16 inch flower, and as free flowering as a pompon dahlia, long stems, and it is a real dahlia. It is the largest yellow that I have ever grown. \$3.00 net.
- POP STEWART. Lavendar pink, good. 50c.
- PRIDE OF SPRINGHILL. This is one of the finest rose-red dahlia ever offered. 50c, 3 for \$1.25.
- PATRICIA ANN. Pale yellow, blending into alzerine pink. \$1.00.
- ROXY. Blends and shades of yellowish-pink, old rose and gold. \$1.00, 3 for \$2.50.
- RADIO. The huge blooms are edged and tipped golden yellow. 50c, 3 for \$1.25.
- RIPPLES. The rose-pink blooms are held on long stiff stems. \$2.00, 3 for \$5.00.
- RED KING. Intense deep red, a great keeper. \$1.00 net.
- SCARLET TANNAGER. Clear scarlet, fine. \$3.00 net.
- SCARLET DAWN. Soft scarlet, very free bloomer. \$1.00 net.
- SANHICAN'S BEAUTY. An unusual color, soft pinkish and orange, free. \$1.00, 3 for \$2.50.



**SIR JOHN CARLIN.** A royal purple, entirely a new shade not like any other purple. **\$1.00 net.**

**SAGAMORE PURPLE.** Color, true purple, with lighter shadings. **\$3.00 net.**

**SAGAMORE PRINCE.** Carmine, with rose-red. very large. **\$2.00 net.**

**WHITE EMPRESS.** Pure white, with a soft shade of lavender in center. **\$1.00, 3 for \$2.50.**

**WHITE WONDER.** A White Fort Manmouth, large pure white loose petals. **\$1.00, 3 for \$2.50.**

These are some of the most outstanding varieties of large flowering dahlias of recent introduction ever offered. They measure from 9 to 12 inches in diameter with long stiff stems. I have cut the price on some of these down two-thirds to give the public a chance to purchase some of these wonderful creations this season. I am selling them for **\$1.00 each, \$10. per dozen.** The 49 regular value **\$49.00.** Special Collection Price of the 49, **\$40.00, postpaid.** This is one of the best buys, will be offered this season.

**ADELPHION.** Decorative. Pink and lavender, fine with long stems, one of the best cut-flower varieties.

**ALTA NEVADA.** Decorative. Deep rose with glowing tangerine color, on long wire stems, nothing ever, better growing.

**ALYCE MARIE GALVIN.** Decorative. White with faint tones of cameo-pink, a twelve-inch flower.

**ASBURY PARK.** Autumn tints having a coppery-salmon effect.

**AVONELLA.** New. Amaranth purple with a sheen of rose-purple reverse, a large and fine flower and form.

**AUTUMN BEAUTY.** A clear golden-yellow.

**AZTEC GLORY.** Large clear picric-yellow.

**BEATRICE TAYLOR.** Empire yellow.

**CITY OF NEW YORK.** A large reddish-salmon.

**DWIGHT W. MORROW.** Decorative. A giant red, the richest of its color, six inches deep, a ten-inch flower.

**ELIZA LONDON SHEPARD.** Decorative. A brilliant golden orange-apricot, one of the best grown.

**FRANK GALVIN.** A delicate pink.

**GRACE CURLING.** A clear Cattleya lavender, one of the best.

**HERALD TRIBUNE.** White with a faint shading of pink.

**HAROLD SMITH.** One of the largest deep yellow ever offered.

**HAWAIIAN NIGHT.** A large bright deep red with yellow cast.

**JEAN KEEPER.** Brilliant rose-pink, large.

**JOHN DRUREY.** Salmon buff with soft yellow shades.

**JIM MOORE.** Primrose-yellow shading to gold.

**JUDGE LEON McCORD.** A deep gold, reverse old-rose.

**KEMP'S VIOLET WONDER.** A rich naphthalene violet, large.

**KING MIDAS.** Golden yellow.

**LILLIAN GUNTNER.** Decorative. Deep orange and apricot shades one of the best bloomers ever introduced.

**MABLE GOODACRE.** Decorative. Soft pink and salmon suffused with orange, a fine large bloomer.

**MARY GERALDINE.** Rose-red tipped white, large.

**MARDI GRAS.** A bold flower, American Beauty shade.

**MARVEL.** A beautiful orange shade.

**MRS. EDNA B. CHAMPLIN.** Deep rhodamine pink, very large.

**MRS. E. L. TROTTER.** Dark crimson, flecked.

**MRS. J. M. SHAFER.** One of the finest pinks ever introduced.

**MRS. JOHN CARVER.** A fine pink.

**OMAR KHAYYAM.** A large Chinese red shading to bright orange.

**PENN CHARTER.** Clear golden-yellow tinted apricot.

**PRINCE OF PERSIA.** A rich glowing crimson, more like the petals of a rose when in flower.

**RED KING.** Decorative. A clear scarlet, very fine.

**ROCKY LEDGE.** Decorative. One of the best yellows grown,

**SALMON SUPREME.** Decorative. Glistening salmon-orange-pink, with long stems and a fine flower.

**SANHICAN'S BEAUTY.** Decorative. Deep rose, resembling a huge rose in flower, wonderful in bloom.

**SARAH JANE.** Decorative. A clear yellow, 9-10 inch flower and very beautiful.

**SIDNEY P. MITCHELL.** A rich velvety red.



SIR JOHN CARLIN. Royal purple, large.  
 SHAHRAZAD. An outstanding deep pink, type and shape of Jane Cowl, very large.  
 THE COMMODORE. Decorative A clear lemon-yellow, large.  
 VERCHIE HANCOCK. One of the very best new introductions ever offered, the color is a little lighter than Judge Marean, a bright orange suffused red and lemon, a very large bloom, one of my own introductions.  
 WM. G. A large scarlet red.  
 WILLIAM SELTSAM. Crimson-red.  
 WANDA MILLER. Decorative. Deep purple tipped white.  
 W. H. T. Decorative Old-rose-pink, a beautiful large flower.  
 YANKEE QUEEN. A large true pink.

...This Grand list of Superb large flowering dahlias, are without an equal, for the low prices charged for such wonderful large 8 to 12 inch flowers borne on long stiff stems. Very good for exhibition or table decoration, or any other decorating purposes. Try some of them, or the entire collection and have a real dahlia garden in 1936. This collection of 73 all large flowering, 50c each, \$5.00 per dozen or the 73 Regular Value, \$36.50, All for \$25.00 postpaid Wholesale cost.

ALICE GREEN. Golden Autumn shade.  
 ALICE M. ALEXANDER. An opal-red, very rich.  
 ALMA ALEXANDER. Deep orange.  
 AMUN RA. Coppery bronze.  
 BARBARA REDFERN. Burnished copper shading to gold.  
 BECKETT'S ORIENTAL. Red and yellow.  
 BETTY ALEXANDER. A beautiful Persian lilac.  
 BROCKTON BEAUTY. A large lavender.  
 CATHERINE ALEXANDER. A little lighter than old rose.  
 CHARLOTTE ALEXANDER. White with vein of purple at tips, a fine flower.  
 CHEMAR'S CHARM. A light Autumn pink shade.  
 CHEMAR'S PURITY. Almost pure white.  
 COQUETTE. One of the most beautiful red and gold combinations, a fine large flower.  
 C. T. HARDWICK. Blush lavender with white tip.  
 DAD. A large red, fine, dwarf grower.  
 DOROTHY ALEXANDER. Rich apricot yellow.  
 DOROTHY STONE. A large brilliant pink.  
 EASTERN STAR. Saffron yellow.  
 EDWARD THOMAS BEDFORD. Large rich purple, one of the best.  
 FRANCIS LARROCO. Yellow, fine.  
 FRANK MILLER. Very large picric-yellow.  
 FORT WASHINGTON. A large deep velvety maroon.  
 FRED TENNANT. Burnt orange.  
 GILDA GRAY. Pure lilac shading to deep Tyrian rose.  
 GLORY OF MONMOUTH. Rich eosine-pink.  
 GRAF ZEPPELIN. A large pure white.  
 GOV. ALVAN T. FULLER. Decorative. A deep rose-pink, one of the very best Dahlias ever introduced, three feet high.  
 HARRIET THOMPSON. Brilliant orange-buff, reverse Oriental red.  
 HARRY MAYER. Pale rosaline purple and lavender.  
 IDA PERKINS. Large pure white, fine.  
 IDA TARBELL. Deep crimson, large and fine.  
 JACQUES FUTRELLE. Light greenish-yellow, large.  
 JACK O'LANTERN. Decorative. Brilliant scarlet, like a bonfire, nothing better grown.  
 JANE COWL. Bronze buff and old gold, fine and large.  
 JERSEY EMPRESS. Large blooms of Anthracene violet, fadeless.  
 JERSEY FIANCEE. Rose pink.  
 JERSEY TRIUMPH. Bright copper flushed salmon.  
 JUDGE MAREAN. Red and yellow, suffused pink.  
 KATHLEEN NORRIS. A true rose pink, one of the best and large.  
 LA TOREADOR. Decorative. A brilliant red, fine large blooms.  
 MARGARET K. ALEXANDER. Buff and burnt orange, large.  
 MARMION. A large pure golden-yellow with bronze shadings.  
 MONMOUTH CHAMPION. A beautiful orange-scarlet, very large.



**MORDELLA.** Bright clear apricot-buff.  
**MRS. A. B. SEAL.** Pure glowing old rose shading to violet-rose.  
**MRS. A. E. WHEELER.** Fuchsia color.  
**MRS. ELMER O. DREW.** Rich purple-maroon.  
**MRS. GEORGE SKEEN.** Shrimp pink, large.  
**MRS. JOHN L. EMERSON.** Deep orange suffused red and yellow, fine.  
**MRS. R. T. EDWARDS.** Pink, reverse plum.  
**NANAQUAKET.** Amaranth pink, large and one of the best grown.  
**NELLIE KNAPP.** Clear white, fine flower.  
**POLAR SNOW.** Large pure white, full to center.  
**POLAR STAR.** Decorative. One of the best white Peony Dahlias ever offered.  
**PRIDE OF FT. MORGAN.** Crimson red.  
**PRIDE OF STRATFORD.** Cadmium orange, large.  
**ROBERT SCOTT.** Apricot yellow.  
**RODMAN WANAMAKER.** Yellow, bronze and salmon-pink, a fine flower.  
**ROSE ALEXANDER.** Deep chrome orange, edge of petals tipped white.  
**ROSE FALLON.** Deep old gold, large.  
**SALEM PRIDE.** Rhodamine purple flecked white, large and one of the best flowers grown.  
**SANHICAN'S BLUEBIRD.** A light violet blue.  
**SANHICAN'S QUEEN.** Apricot and carmine-rose.  
**SANHICAN'S KING.** Decorative. One of the dark shades.  
**SANHICAN'S PEACH.** Decorative. California peach with a clear peach-cheek glow.  
**SOMERSET.** Salmon and old gold shades, a fine flower.  
**SPIRIT OF ST. LOUIS.** Deep American rose shading purple.  
**SUSAN R. ALEXANDER.** Antimony yellow, a fine flower and large.  
**TOMMY ATKINS.** Fiery scarlet.  
**THE EMPEROR.** Decorative. Deep crimson, a strong grower.  
**TREASURE ISLAND.** Decorative. Bright apricot-red with gold and rose shading, a large dwarf.  
**WALKOVER PRINCE.** Nopal red, each petal flecked deep orange. This is a noble flower, always full to center, a whale.  
**YANKEE KING.** A deep strawberry pink.

Standard List of 30 select large flowering Decorative Dahlias. This is one of the best offers ever made for this class of dahlias, 25c each, \$2.50 per dozen or the 30, all labelled, true to name for \$5.00, Postpaid. Regular value \$7.50.

**AVALON.** Pure yellow.  
**BONNIE BRAE.** Peach and cream.  
**CATHERINE WILCOX.** White with petals tipped cerise.  
**DR. TEVIS.** Salmon-rose.  
**ELEANOR GRANT.** Almost white.  
**ELINOR VANDERVEER.** Rose pink, fine.  
**ELIZABETH SLOCOMBE.** A large rich purplish-garnet.  
**F. L. MILLIS.** Yellow shading to orange.  
**GLORY OF NEW HAVEN.** A pinkish-mauve almost lavender.  
**HELVELLA.** Rose-pink.  
**JERSEY BEACON.** Chinese scarlet, large.  
**JERSEY BEAUTY.** True pink, a fine flower.  
**JERSEY IDEAL.** A lavender-pink.  
**JUDGE ALTON PARKER.** Golden buff.  
**JUNIOR.** Pure lavender.  
**MARGARET MASSON.** Rose pink.  
**MARGARET WOODROW WILSON.** Opalescent pink, large.  
**MILLIONAIRE.** Delicate lavender.  
**MINA BURGLE.** Brilliant scarlet.  
**MRS. CARL SALBACH.** Mauve pink.  
**MRS. IDA DE VER WARNER.** Deep mauve pink, large and fine.  
**MRS. JOHN T. SCHEEPER.** Large canary-yellow tipped old rose.  
**MRS. LOUISE FINGER.** Pure white.  
**PRIDE OF CALIFORNIA.** Crimson red.

**RALPH BLODGETT.** Cornelian red blending to yellow, center tipped orange and white.  
**SAGAMORE.** Golden yellow.  
**SOUV. DE G. DOAZON.** Orange-red.  
**SWIFT.** Lemon-yellow.  
**WILLIAM H. SLOCOMBE.** Pale yellow.  
**W. J. IRWIN.** Best lavender purple.

## CACTUS DAHLIAS FOR 1936

This collection of some of the finest chrysanthemum shaped dahlias ever grown measuring six to eight inches in diameter.

This collection of 22 Cactus Dahlias, Regular Value \$9.65. The collection correctly labeled for \$7.00, postpaid.

**ALICE WHITTIER.** Primrose or sulphur-yellow. 50c  
**ANDREAS HOFER.** Light pink, center white. 50c  
**BERTHA HORNE.** Deep orange yellow tinted apricot. 50c  
**BETTY IVINS.** A lovely salmon shade. 50c  
**BRIDE'S BOUQUET.** Clear pure white. 25c  
**CHEMAR'S MASTERPIECE.** A large orchid-pink. 50c  
**CIGARETTE.** Soft red tipped white. 50c  
**COUNTESS OF LONSDALE.** Salmon, rose and pink. 35c  
**EDNA FERBER.** Coral shading old gold, large. 50c  
**ELKRIDGE.** Splendid pure white. 50c  
**FLYING AMBASSADOR.** A large white. 50c  
**JEAN HARE.** Apricot buff tipped golden bronze. 50c  
**JERSEY RADIANCE.** Bright glowing salmon. 50c  
**MAMMOTH.** A purple crimson. 50c  
**MARJORIE CASTLETON.** Rose-pink tipped white. 25c  
**MRS. C. B. BENEDICT.** A clear light yellow. 25c  
**MRS. C. H. BRECK.** Creamy yellow with shadings of rose and pink. 35c  
**MRS. ETHEL F. T. SMITH.** A large white shading to lemon-yellow. 35c  
**MT. SHASTA.** Cream white shaded pink. 25c  
**ROYCROFT.** A golden-bronze. 35c  
**SAMUEL T. ALEXANDER.** Japan Rose. 75c  
**STAR OF BETHLEHEM.** Pure white, large. 50c

Special select New and Recent introduction of some of the very best Pompon Dahlias ever offered, 35c each, \$3.50 per dozen. \$7.00 value. The entire collection of 20 of the finest cut flower Varieties all for \$5.00, postpaid.

**ANNA KRISTMAN.** Clear yellow.  
**BIT O'LILAC.** Lilac.  
**BEATRICE VON VALKENBURG.** Soft pink.  
**DARKEST OF ALL.** Deep crimson maroon.  
**DARKSOME.** Deep maroon.  
**DEE DEE.** Lavender, small.  
**GRUSS AM WEIN.** Crushed strawberry, very fine.  
**HAZEL.** Buff to brown.  
**JOAN.** Orange-red, fine.  
**JONKER VON CITTERS.** Yellow tipped orange.  
**JOHNNIE PEPPIN.** Dark crimson-red.  
**KITTY C.** Red, fine.  
**LITTLE BEESWING.** Golden yellow tipped cherry-red.  
**MADELINE PRIMROSE.** Yellow edged purple.  
**NETTIE.** Pink.  
**PEGGY ANN.** Yellow shaded amber.  
**REGULUS.** Cerese-purple.  
**SPY.** Scarlet.  
**SUNNY DAYBREAK.** Apricot edge red.  
**VARIEGATED QUEEN.** Red and white, fine.

## GENERAL LIST OF POMPONS

I will ship this fine collection of 6 fine Pompons for 70c post-paid. 15c each, \$1.50 dozen.

AMBER QUEEN. Clear amber shaded apricot.

CHALLENGE. Red and white.

GOLDEN GEM. Yellow and white, very attractive.

GOLDEN QUEEN. Pure yellow, fine.

PRINCE CHARMING. Purple.

RAPHAEL. Dark maroon.

This is the finest list of Pompon Dahlias I have been able to offer and as a collection they are the finest I know of and I will ship the 27 varieties; all different, for \$5.00 postpaid. Regular value \$6.75. 25c each, \$2.50 per dozen.

ACHILLES. Flesh color.

BACCHUS. Clear bright red, full.

BELLE OF SPRINGFIELD. A fine red, small.

BOBBY. Plum.

BRUNETTE. Crimson, blotched white.

BRONZE BEAUTY. Soft orange-buff.

DARKNESS. A dark maroon.

DAYBREAK. Flesh with soft pink tips.

DEW DROP. Light pink edged darker.

FAIRY QUEEN. Deep orange.

FASHION. Orange, large.

FRAU DE KNOBLE. A fine, delicate flesh color over-laid lavender.

JESSICA. Yellow edged red.

JOE FETTE. Pure white, good stems.

LITTLE BEAUTY. Soft pink and white.

LITTLE BEESWING. Golden yellow tipped cherry-red.

LITTLE DAVID. Deep orange.

LITTLE HERMAN. Red and white variegated.

LITTLE JACKET. Maroon and yellow.

LITTLE JENNIE. Soft primrose.

PHOEBE. Deep orange.

PURE LOVE. Heliotrope.

PRIDE. Crimson scarlet.

SNOWCLAD. Standard white.

SUNBEAM. Crimson-scarlet.

VIVID. Clear scarlet.

YELLOW GEM. A perfect yellow, a neat flower.

## SHOW DAHLIAS

This collection of 22 Show and Fancy Dahlias for \$2.50. 15c each. \$1.50 per dozen.

A. D. LIVONI. Soft pink.

ARABELLA. Sulphur-yellow tipped pinkish-white.

D. M. MOORE. Nearly black, a deep maroon.

FREDERICK SPITTEL. Vermilion-scarlet, tipped white.

GLORIE DE GUISCARD. Orange-red, yellow, pink and white.

IMPERIAL. Deep purplish-maroon.

JAMES VICK. Purple-crimson.

LES AMOURS DE MADAM. Pale rose striped scarlet.

MAUDE ADAMS. Snow white overlaid pink.

MAYOR DUNN. A clear scarlet.

MISS HELEN HOLLIS. Deep scarlet.

MRS. CLARA D. ANDERSON. Purple crimson.

PURITAN. White overlaid pink.

RED HUSSAR. Cardinal red.

ROBERT BROOMFIELD. White.

ROSE. Deep pink.

STORM KING. White.

**STRADELLA.** Deep purple-crimson.

**UNCERTAINTY.** A brilliant combination of very light shell pink and scarlet. No two flowers are the same.

**VIVIAN.** White edged rose-violet.

**WHITE SWAN.** White.

**YELLOW DUKE.** Yellow, large.

## **SINGLE AND PEONY-FLOWERED DAHLIAS**

This select list of Peony-Flowered and Single Dahlias, 15 for \$3.00 or 25c each, \$2.50 per dozen postpaid.

**ACHIEVEMENT.** Col. Single. Crimson, white collar.

**BESSIE SEABURY.** Peony. White with Mallow-pink.

**BLACK BIRD.** Single. Deep maroon.

**COLTNESS.** Single Seedlings. Dwarf, all colors.

**CRIMSON QUEEN.** Crimson.

**ELLEN E. KELLEY.** Peony. Soft yellow.

**E. T. TITUS.** Peony. A clear yellow.

**GEISHA.** Peony. Yellow and vermilion-red.

**JEANIE PRESTON.** Peony. Yellow overlaid Japan-rose.

**LATONA.** Peony. Soft salmon.

**MME. VAN BYSTEIN.** Peony. Light lavender-blue.

**MRS. M. W. CROWELL.** Peony. Soft amber.

**MRS. R. FORBES.** Single. Pink.

**THE BRIDE.** White.

**WENETCHE QUEEN.** Peony. Soft pink.

## **MINIATURE OR ART DAHLIAS**

These are all dwarf growers but very beautiful for cut flowers. A new type of dahlias, the 4 for \$2.00.

**ELIZABETH PAPE.** Miniature Cactus. Pink and white. 50c each.

**GARDEN GLOW.** Decorative. A reddish salmon. \$1.00 each.

**IRENE.** Decorative. Deep orange. 50c each.

**PINK PEARL.** Decorative. Bright pink, fine. 50c each.

## **MINIATURE DAHLIA SEEDLINGS**

All Double Decorative and Cactus, every one different and some of the very best that I have ever grown. If you are looking for some bouquet dahlias try some of these. They are beautiful soft colors, mostly pink and soft salmon shades. I grew nearly 4,000 of these the past season and culled out all of the poor ones leaving only the very best to sell. I will sell a limited amount of these at 50c each, \$5.00 per dozen. These have not been named, you will get something entirely different in each dozen.

TO ANY CUSTOMER sending in a \$10.00 to \$14.00 order, I will send free one of my new J. K. Alexander, Jr., 12-14 inches in diameter, the largest crimson-red Hybrid Decorative ever offered, having a fleck of orange in center of each petal. This is even better than Satan and it sells for only \$3.00 per root and is worth \$10.00 to any Dahlia Grower.

TO ANY CUSTOMER sending in an order for \$15.00 or over, I will send free a bulb of my new Dahlia, Mrs. J. K. Alexander, a 14-16 inch bloom and flowers as free as a Pompon Dahlia, and is the most beautiful yellow ever introduced and sells for \$3.00 per root.

## **MIXED DAHLIAS**

This mixture of some of the best named varieties without labels, all large-flowering, all different, and which sell, under names, at \$2.50 to \$5.00 per doz. I will send 12 fine bulbs, all colors, for \$2.00 postpaid.

Regular mixed, all types, all colors, a fine mixture of 12 all different, for \$1.00 postpaid.



## DAHLIA SEEDS

I offer this year seed carefully selected from the best varieties and all types. If you are interested in growing Dahlias in new forms and new colors, you cannot do better than to get a packet of seed. One package will produce 15 to 20 plants.

**SPECIAL SEED.** I have selected and reserved some hand-pollinated seed and can supply a limited number of packets of this seed, being personally selected from my best and largest varieties. I highly recommend these seed. \$2.00 per package of 50 seeds.

**SPECIAL MIXED SEED.** 50 seed selected from all large-flowering varieties, Dec., H. C., and Peony-flowered. \$1.00 per package.

**SELECT MIXED SEED.** 50 seed from some very select flowers. Price 50 cents per package.

## DAHLIA LABELS

Dahlia Labels, Painted, with Wires, 3½-inch iron wire, 75 cents, per 100, prepaid; \$3.00 per 1,000, prepaid; 3½-inch, copper wire, \$1.00 per 100, prepaid; \$4.00 per 1,000, prepaid.

Dahlia Labels, with Wires, 3½-inch, iron wire, 50 cents per 100, prepaid; \$3.00 per 1,000; 3½-inch copper wire, 75 cents per 100, prepaid; \$3.50 per 1,000, prepaid. Not less than 600 at 1,000 rates.

## WOODEN PLANT LABELS

For any kinds of plants. These are plain labels to be used either in pots or out of doors, with one end pointed.

Plant Labels, 4-inch, plain, 50 cents per 100; prepaid, \$2.00 per 1,000. 5-inch, plain, 60 cents per 100; prepaid, \$3.00 per 1,000. 6-inch, plain, 75 cents per 100; prepaid, \$4.00 per 1,000. Not less than 600 at 1,000 rates.

## GLADIOLI

The Gladioli are without an equal either for bedding or borders. As a cut flower they are far superior to any other Summer bloomer, either for lasting qualities or for the various uses for which they can be employed. If planted by the last of May, they will bloom by the first to the middle of August, if cared for properly.

**The way to Plant—**Dig the row or bed from eight to ten inches deep, then spread a liberal amount of good fertilizer in the bottom of the row or bed, then rake it in thoroughly before planting your bulbs from four to six inches deep.

## NEW AND CHOICE GLADIOLI FOR 1936

This collection of 18 all different, all large-flowering varieties.

1 each for \$1.00 or 12 each of the 18 for \$7.00 postpaid.

5c each, 50c doz.—10c each, \$1.00 doz.—15c each, \$1.50 doz.

6 at doz. rates.

**ALBANIA.** Pure glistening white. 5 cents.

**BERTY SNOW.** Soft lilac-pink. 10 cents.

**BETTY NUTHALL.** Coral-pink and pale yellow throat. 10 cents.

**CARMEN SYLVA.** Snow white. 5 cents.

**CRIMSON GLOW.** Crimson. 5 cents.

**DR. F. E. BENNETT.** Scarlet. 5 cents.

**GIANT NYMPH.** Coral pink. 5 cents.

**GOLDEN DREAM.** Golden yellow. 5 cents.

**HENRY C. GOEHL.** White, crimson blotch. 15 cents.

**JOE COLEMAN.** Popular red. 5 cents

**LONGFELLOW.** La France pink. 15 cents.

**MRS. DR. NORTON.** White Edged La France pink. 5 cents.



**MRS. FRANK PENDLETON, JR.** Salmon pink, with blood-red blotch. 5 cents.

**PICARDY.** Called the "Wonder Glad". Huge, rich apricot-pink flowers on immense, very long spikes. 15 cents.

**PINK WONDER.** Fine pink. 5 cents.

**PRINCE OF INDIA.** Smoky old rose. 15 cents.

**SEABROOK GEM.** Rose-pink. 10 cents.

**WINE KING.** Deep wine-colored, 10 cents.

**MIXED PRIMULINUS HYBRIDS.** They are among the earliest of the Gladioli to blossom, flowering ten days to two weeks before most all others. 25 cents per dozen; \$2.50 per hundred postpaid.

**ALEXANDER'S SELECT MIXED.** Nothing better ever offered. Blooming size, 35 cents per dozen; \$3.00 per 100; \$25.00 per 1,000 postpaid.

**GRAND MIXTURE.** This is a field mixture of all varieties, a most attractive mixture. 35 cents per dozen; \$2.50 per 100; \$20.00 per 1,000 postpaid.

## HARDY PERENNIAL PHLOX

Among hardy herbaceous plants, none are more showy or more easily grown than the Phlox. They are very desirable planted in groups. Individual clumps throughout perennial beds make a very satisfactory display, while mass plantings of one color make the most effective showing.

12 different varieties without names, all different, regular value \$3.00 for \$2.00 per dozen, postpaid.

## DEPRESSION HARD-TIME PRICES

On Some of the Very Best Bulbs Ever Offered

These are less than wholesale prices quoted by any firm. When ordering please order by number. I stand back of every bulb shipped in these collections and they are the same as regular catalog varieties

All Special Offers Postpaid — Let Me Send Copies of This Catalog to Your Friends



## SPECIAL OFFER NO. 1

ALL SPECIAL OFFERS POSTPAID

**12 GIANT FLOWERING DAHLIAS**, some of the World's best, nothing better grown, all 8 to 12-inch blooms in diameter, and if you will try this collection, you will have a REAL Dahlia garden, regular value \$5.50. All 12 for \$4.00.

**ALMA ALEXANDER.** Deep orange. 50 cents.

**CHARLOTTE ALEXANDER.** White with vein of purple at tips. 50 cents.

**ELEANOR GRANT.** Almost white. 25 cents.

**GILDA GRAY.** Pure lilac shading to deep Tyrian rose. 50 cents.

**JACQUES FUTRELLE.** Light greenish-yellow, large. 50 cents.

**MARGARET WOODROW WILSON.** Opalescent pink, large. 25 cents

**MRS. GEORGE SKEEN.** Shrimp pink, large. 50 cents.

**MARGARET K. ALEXANDER.** Buff and burnt orange, large. 50 cents.

**PRIDE OF STRATFORD.** Cadmium orange, large. 50 cents.

**ROYCROFT.** A golden-bronze. 50 cents.

**SALEM PRIDE.** Rhodamine purple flecked white, large. 50 cents.

**YANKEE KING.** A deep strawberry pink. 50 cents.

## **SPECIAL OFFER NO. 2**

**48 GLADIOLI.** All large flowering, some of the best kinds grown. Try this collection and have a fine gladioli garden. Regular value \$2.00, for \$1.00.

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## **SPECIAL OFFER NO. 3**

**6 GIANT FLOWERING DAHLIAS,** all wonderful flowers, nothing any better for the price. Regular value \$1.50, for \$1.00.

**BASHFUL GIANT.** Orange, 25 cents.

**ELEANOR GRANT.** White, 25 cents.

**RALPH BLODGETT.** Chrome yellow, tipped white, 25 cents.

**BONNIE BRAE.** Peach and cream, 25 cents.

**JUDGE ALTON PARKER.** Purple-maroon, 25 cents.

**ROMAN EAGLE.** Copper, 25 cents.

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## **SPECIAL OFFER NO. 4**

**100 SPECIAL MIXED GLADIOLI,** all blooming size, 25 separate kinds in this mixture, all types. Regular value \$3.50, for \$1.50. If you want a REAL BUY on GLADS., try this.

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## **SPECIAL OFFER NO. 5**

**SIX** of the best and most beautiful **POMPON DAHLIAS** for cut flowers, regular value 90 cents, for 60 cents.

**AMBER QUEEN.** Amber, fine.

**CHALLENGE.** Red and white.

**DEW DROP.** Light pink.

**GOLDEN QUEEN.** The most perfect yellow.

**PRINCE CHARMING.** Cream tipped purple.

**RAPHAEL.** Dark maroon.

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## **SPECIAL OFFER NO. 6**

**TWELVE LARGE-FLOWERING DAHLIAS,** one of the best collections ever offered by any one for so small an amount. Regular value \$3.50, for \$2.00.

**AVALON.** Pure yellow.

**ALMA ALEXANDER.** Deep orange.

**BONNIE BRAE.** Peach and cream.

**DR. TEVIS.** Salmon-rose.

**ELEANOR GRANT.** Almost white.

**JUDGE ALTON PARKER.** Golden buff.

**MRS. CARL SALBACH.** Mauve pink.

**MARGARET K. ALEXANDER.** Buff and burnt orange, large.

**MRS. IDA DE VER WARNER.** Deep mauve pink, large.

**MARGARET WOODROW WILSON.** Opalescent pink, large.

**PRIDE OF CALIFORNIA.** Crimson red.

**SOMERSET.** Salmon and old gold shades, a fine flower.

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## SPECIAL OFFER NO. 7

SIX OUTSTANDING DAHLIAS, some of the largest grown,  
regular value \$9.50, for \$6.00 postpaid.

BISHOP FRANCIS JOSEPH  
SPELLMAN \$3.00  
EVA QUADLING \$1.00  
J. K. ALEXANDER, Jr., \$3.00

PRIDE OF SPRINGHILL 50c  
RADIO \$1.00  
ROXY \$1.00

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## SPECIAL OFFER NO. 8

TWELVE WONDERFUL LARGE-FLOWERING DAHLIAS, one of  
the very best Special Offers ever made, regular value \$8.00, for  
\$5.00 postpaid.

ALICE GREEN 50c  
ALICE M. ALEXANDER 50c  
BEATRICE TAYLOR \$1.00  
BROCKTON BEAUTY 50c  
CHARLOTTE ALEXANDER 50c  
COQUETTE 50c

HERALD TRIBUNE \$1.00  
MABEL GOODACRE \$1.00  
MARGARET K. ALEXANDER 50c  
MRS. EDNA B. CHAMPLIN \$1.00  
MRS. GEORGE SKEEN 50c  
NANAQUAKET 50c

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## SPECIAL OFFER NO. 9

TWELVE LARGE-FLOWERING DAHLIAS, a fine combination of  
color, regular value \$6.00, for \$4.00 postpaid.

C. T. HARDWICK 50c  
DAD 50c  
EASTERN STAR 50c  
GILDA GRAY 50c  
IDA TARBELL 50c  
JACQUES FUTRELLE 50c

JANE COWL 50c  
JERSEY TRIUMPH 50c  
MRS. A. E. WHEELER 50c  
MRS. JOHN L. EMERSON 50c  
MRS. R. T. EDWARDS 50c  
PRIDE OF STRATFORD 50c

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## SPECIAL OFFER NO. 10

This offer is one of the best buys for a beginner ever offered. If  
you are not particular about names, as these will not be labelled,  
they will be a great surprise to anyone when they flower.  
SIX LARGE-FLOWERING DAHLIAS, value \$2.00, two Cactus, value  
\$1.00, four Pompons, value \$1.00, and four beautiful Miniature Art  
Dahlies, value \$2.00, all for \$3.00 postpaid.

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These collections sold as listed, and cannot be broken up on  
account of selling them so cheap.





